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HOMEMAKERS' CHAT

Monday, October 21, 1940

(FOR BROADCAST USE ONLY)

Subject: "COTTONS FOR WINTER CLOTHES." Information from the Bureau of Home Economics, U.S. Department of Agriculture.

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Today I have some news for you about cottons..... cottons for winter wear. I realize, of course, that cotton for winter wear is not a new idea. What with corduroy suits for men and boys...denim overalls for work and play,.... percale house dresses and aprons for the women of the family,..... washable school clothes for the youngsters, cotton has long been a year round fabric.

But Clarice Scott, of the Bureau of Home Economics, U.S. Department of Agriculture, points out that the versatile cottons of today have many winter uses. Women and girls are wearing cotton for sports. At afternoon functions, in the ball-room, and for leisure hours at home, cotton is smart. The 1940 cottons come in heavy weights and sheers, in dark colors and light, in dressy and everyday weaves, and with new finishes.

Most cotton fabrics have one practical quality in common. You can wash them. If we have time today I'll tell you the secret of success in laundering these newer cottons. But first let's have a check-up on the kinds of cotton for winter wear, and what you use each for.

Two cotton fabrics are such tops in fashion at the moment that Miss Scott says it is hard for the stores to keep them in stock. These two are corduroys in weights ranging from heavy to sheer, and velveteens, which are more luxurious than ever before. And on some of the new velveteens there's a new dust-proof treatment which will doubtless make this material even more popular than it has always been for suits and dresses.

The colors of these new materials are alluring. You'll find yourself hesitating among the lovely soldier blues, forest greens, bright reds and soft rusts and other winter shades. You'll also find velveteen in patterns-- plaids and polka dots,-- to delight the college and high school girls.

Some of the velveteens may seem a little expensive when you price them. But some of them come 54 inches wide. So you buy less than you would of 36 inch goods. A few of the manufacturers mention sunfastness on their labels. Ask about this when buying.

The corduroys make up well as suits, separate skirts, jumper dresses, short and long coats, house coats, slack outfits, and lounging pajamas. The velveteen is often used for evening and dinner dresses and wraps, dressy suits, afternoon dresses, separate skirts, house coats, and lounging pajamas.

But in addition to corduroy and velveteen there are several other cotton fabrics you'll like to wear for one purpose or another this winter. Cotton net for party dresses; washable percales and prints for housework; cotton twills for sports and slacks. Some of the poplins and gabardines are shower-proofed. So you can make your own rain-coat or sports jacket, if you like.

Crease resistant cotton flannel is excellent for school dresses for the younger girls. It comes in checks and plaids, and is warm enough for winter wear, without being uncomfortable in a heated house or class-room.

Cottons also play quite a part in our attire behind the scenes. For example, much of our night-wear is made of cotton. And this year, much of it is made of outing flannel, though perhaps few will admit a weakness for the warm old-fashioned outing flannel nightgown. But outing flannel is literally "blossoming out" with sprigs of rosebuds and other flower designs all over it, and you need no longer regard a high-necked, long-sleeved number as slightly comic. It's fashionable.

Then again, cotton is ideal for the dressing-gown or bath-robe for cold winter mornings, or the lounging robe or pajamas so many college girls prefer to wear while studying at night. All of these robes have to be washed periodically, and when made of cotton chenille or terry cloth, they can "take it."

Cotton chenille comes in stripes and self-patterns in many attractive colors, and is easy to work on. Quilted printed cotton is another good material for a robe or the coat for lounging pajamas. And terry cloth is always good for bath-robes. Some manufacturers guarantee terry cloth colors for fastness to laundering and light

I haven't forgotten that I was to tell you how to wash corduroys and velveteen. Clarice Scott says: "In the first place, wash your corduroy slacks and other pieces before they get too dirty. Make a suds of neutral soap flakes and warm water. Don't rub. Dip the garments up and down in the suds and put through 2 or more rinse waters. Press out all the water you can after each rinsing, but don't wring or twist. (That shows when the article is dry.) Hang up to dry so that the water drains down with the nap. When almost dry, press on the wrong side. Then brush the right side, going with the nap. Press again, until the fabric is thoroughly dried out. Later, brush in the opposite direction to raise the nap."

With these directions you can make or buy garments of cotton corduroy or velveteen confident that you'll be able to launder them successfully.

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